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Message Text

UNCLASSIFIED

PAGE 01 AMSTER 00848 291510Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 PASS-00 /021 W
----------099685 291525Z /44
P R 291415Z AUG 77
FM AMCONSUL AMSTERDAM
TO SECSTATE WASHDC PRIORITY 3233
INFO USDOC WASHDC PRIORITY
AMEMBASSY THE HAGUE

UNCLAS AMSTERDAM 848

USDOC FOR: BIC/OIM/SAD, ATTN: CHARLES JOHNSON

STATE PASS TO: MR. PETER A.G. BROWN
VICE PRESIDENT
DIRECTOR, DIVISION OF MUSEUM OPERATIONS
COLONIAL WILLIAMSBURG FOUNDATION
WILLIAMSBURG, VA

E.O. 11652: N/A
TAGS: BEXP, NL
SUBJ: IN-STORE PROMOTION: PANDER NV

REF: AMSTERDAM 804 AND PREVIOUS

FOR PETER BROWN, WILLIAMSBURG:

RE OUR PRIOR COMMUNICATIONS.

DISCUSSIONS OF PANDER PROMITION INDICATE THAT FINAL WILLIAMSBURG DECISION WHETHER OR NOT TO PARTICIPATE REQUIRED SOONEST. PANDER IN COOPERATION WITH PAN AMERICAN AND LISSONE-LINDEMAN TRAVEL AGENCY HAS PREPARED AND WILL PUBLISH BROCHURE PROMOTING 14 DAY GROUP FLIGHT TO THE UNITED STATES IN APRIL 1978 TO INCLUDE 3 FULL NIGHTS AND 2 DAYS AT WILLIAMSBURG. PRIMARY EMPHASIS OF WILLIAMSBURG PARTICIPATION IS TOURISM VISIT NOT COMMERCIAL PROMOTION OF SALES OF FURNITURE
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BY PANDER, ALTHOUGH THIS IS OBVIOUSLY FIRM S MAIN INTEREST. PROMO-TIONAL EFFORT WILL INCLUDE NATIONWIDE ONE MONTH NEWSPAPER CAMPAIGN AND 46,000 PIECE DIRECT MAILING TO SELECT HIGH INCOME CUSTOMERS. FORMATS FOR DIRECT MAILING AND NEWSPAPER ADVERTISING NOW INCLUDE WILLIAMSBURG AS IMPORTANT THEME. PAN AMERICAN ALSO PLANNING PROMO-TION WILLIAMSBURG IN MAIN WINDOW OF PRINCIPAL AMSTERDAM SALES OFFICE DURING MONTH OCTOBER 27 - NOVEMBER 20.

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PANDER HAS EXCLUSIVE DISTRIBUTORSHIP FOR DREXEL IN THE NETHERLANDS, BUT MAY ALSO USE OTHER SUPPLIERS. PANDER HAS CONTACTS WITH KITTINGER COMPANY AND MAY ADD ITEMS IN FUTURE BUT NOT BY OCTOBER.

AS ADVERTISING CAMPAIGN NOW BEING DESIGNED FEATURES WILLIAMSBURG PROMINENTLY, IT IS ESSENTIAL THAT YOU EITHER CONFIRM OR REFUSE PARTICIPATION BY SEPTEMBER 2 TO ALLOW TIME TO CONTACT OTHER POSSIBLE CONTRIBUTOR AS PANDER AND PAN AM WILL HAVE TO CHANGE ADVERTISING TO REFLECT NEW CHOICE. TELEX OR TELEPHONIC REPLY WOULD BE APPRECIATED.

CONTINUE TO BELIEVE WILLIAMSBURG IS BEST CHOICE AND WOULD BOTH ENHANCE THIS CONSULATE GENERAL S PROMOTIONAL EFFORTS AND WILLIAMSBURG IMAGE HERE AS STOP FOR DUTCH TOURISTS.

REGARDS, TIMOTHY C. BROWN, CONSUL.
LAGASSE

NOTE BY OC/T: AMSTERDAM 848 PASSED ABOVE ADDRESSEE.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
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Sent Date: 29-Aug-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
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Format: TEL
From: AMSTERDAM
Handling Restrictions: n/a
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Original Classification: UNCLASSIFIED
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Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
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Previous Handling Restrictions: n/a
Reference: 77 AMSTERDAM 804
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 08-Dec-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1456062
Secure: OPEN
Status: NATIVE
Subject: IN-STORE PROMOTION: PANDER NV
TAGS: BEXP, NL
To: STATE
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/fdcfdf51-c288-dd11-92da-001cc4696bcc
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